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The Only Magazine
ISSUED SOLELY
IN
THE INTERESTS
OF
THE RETAILER
And His Customers

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THE CIGAR STORE MAGAZINE CO.

TIMES BUILDING, NEW YORK.

GENEROUSLY
GOOD

NIGHT
OR DAY
YOUR
CUSTOMERS
WILL CALL
FOR

GEO. W. CHILDS
5c Cigar.

CHAS. F. JONES N.Y.

The GEO. W. CHILDS 5c. Cigar is beyond dispute the most marvelous success of the age.

Just look at the way the sales have grown:

Geo. W. Childs cigars sold in 1894.....	1,428,000
Geo. W. Childs cigars sold in 1895.....	5,975,000
Geo. W. Childs cigars sold in 1896.....	16,895,000
Geo. W. Childs cigars sold in 1897.....	26,906,000
Geo. W. Childs cigars sold in 1898.....	39,152,000

GEO. W. CHILDS cigars sold in 1899..... **56,167,000**

For the last two months the sales have been at the rate of 75,000,000 a year.

We hope to so increase our facilities that for the year 1900 we can make our sales a full

ONE HUNDRED MILLION CIGARS.

It has never been a question as to how many GEO. W. CHILDS 5c. cigars could be sold, but how many we could manufacture, for we can always sell more than we can make.

It is a GENEROUSLY GOOD record that no other cigar can equal. The quality of the cigar is the secret of its success.

METROPOLITAN TOBACCO CO.,
DISTRIBUTORS.

HARBURGER, HOMAN & CO.,
MANUFACTURERS.



THE NEWEST TURKISH CIGARETTE

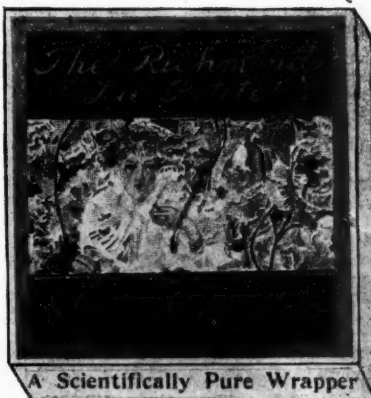
ABSOLUTELY NON-POISONOUS.

GOLD and SILVER.

The latest invention in Cigarette Wrappers is a wrapper

Made of Precious Metal.

It overcomes the disagreeable odor caused by the burning of the paper in the common cigarette and leaves nothing but the full bouquet and aroma of the tobacco. The smoker experiences no unpleasant taste, nor throat irritation. The cigarette will not stain the fingers as the wrapper



Price 25c.

contains no carbolic acid, which is a necessary element in the manufacture of all paper. The ashes will not drop off, as they remain encased in the metal, and the cigarette will not stick to the lips.



The tobacco is the finest grade of Turkish ever imported into the American market, and is perfectly blended by one of the best experts in this country.



Price 20c.

Richmond Gold AND Silver Cigarette Co.

— INCORPORATED —

GENERAL OFFICES: 213-215 West 20th Street, New York.

VOLUME IV.

NUMBER 6

The Cigar Store Magazine.

CONTENTS FOR JUNE, 1900.

	PAGE		PAGE
Window Dressing and Store Advertising Dept. (Illustrated)	165	EDITORIAL: A Pleased Customer—The Tobacco Crop—Making Friends—A Suggestion—A Clerk's Plea—Strikes—A Query—Retailers' Rating	176
Advice for Retailers	165	Queries Answered	177
A Brooklyn Cigar Store	166	What Others Say	177
How to Letter Signs	167	Yellow (A Poem)	178
A Flat Window Display (Illus.)	167	New Broadway Cigar Stores	178
Suggestions for Signs (Illus.)	168	New York Cigarmakers' Strike	182
Cigarmen's Ideas (Illus.)	168	Advanced Price of Plug	184
A Pittsburg Window Display (Illus.)	169	A Daring Robbery	184
Retailers' Schemes (Illus.)	170	Perique Cigars	186
New Revenue Law	171	Decorating with Clay Pipes	186
Wanted Chewin' Tobacco	171	A Girl's Collection of Pipes	188
The Filipino Girl Smokes (Illus.)	172	Smoking in Abyssinia	188
Facts about Cigars	172	Trade Wants	190
Boer Tobacco	173	WITH THE TRADE:	
Capital and Credit	173	Metropolitan Meanderings	178
Porto Rican Tobacco	174	Miscellaneous Musings	182
Coupons in Tobacco Packages	174	Short Smokes	186
Gen. Grant's Cigars	175	Retailers' Review	190
Pittsburg Stogies Booming?	175		
Modern Authors	175		



OH! THIS
IS GREAT!
THIS
CREMO
THE
BEST **5 CENT**
CIGAR.

**ACKER,
MERRALL
& CONDIT,
N. Y.**

Sold by
leading dealers.

Please mention THE CIGAR STORE MAGAZINE to advertisers.



B. SHARP,
HIGH-GRADE
Cigars,
10 COMFORT ST.,
Goldton, Cal.

EXACT SIZE, 1 1/8 X 1 1/2 INCHES.

YOUR NAME ON

1000 GUMMED FREE LABELS

With a Year's Subscription to

The Cigar Store Magazine \$1.

**JUST
HOW
THEY
LOOK**



Y. D. WAKE,
DEALER IN
FINE CIGARS
1000 PURCHASE ST.,
Priceville, Ok.

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

Quantity and Quality at Lowest Prices.

A Year's Subscription to The Cigar Store Magazine with	1,000 Gummed Labels,	\$1.00
	3,000 " "	2.00
	6,000 " "	3.00
	10,000 " "	4.00

SEND CASH WITH ORDER. STAMPS ACCEPTED.

The less reading a label contains the better it will look. Write plainly, giving full address and order to-day.

**THE CIGAR STORE
MAGAZINE CO.,**

TIMES BUILDING, NEW YORK.

WE REFER TO ALL COMMERCIAL AGENCIES, AND BANKS AND EXPRESS COMPANIES IN NEW YORK.

SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

The Only Magazine Issued Solely in the Interests of the Retailer and His Customers.

Thousands of the most successful retailers the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

We solicit the subscription of every intelligent cigarman in the land.

May we not have yours?
Read What Others Say.

"The best publication in the trade," L. W. COON, NEW YORK.

"My customers find it interesting and prefer it to any other trade paper," M. GROSSMAN, NEW YORK.

"It is always full of valuable and timely suggestions and I prize it very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOLMAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROSENBAUM, NEW YORK.

"We got stuck on it and consider it a bargain,"

H. C. WILD & CO., KANSAS CITY, MO.

"Your valuable suggestions on window dressing doubled our sales last week,"

PETERSON

"The best investment I ever made," BROS., BUFFALO, N. Y.

"No cigar store complete without it, ideas enough in a copy to last a month," D. PROWLER, NEW YORK.

And hundreds of others from all classes of cigarman.

I. HUSTLE,
CIGARS
AND
TOBACCO,
Blissville, Me.

**ANDY SMART'S
Smoke Shop,**
17 Prosperity Ave.,
COR. PLEASANT ST.
DOLLARSTOWN, U. S.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

Henry Clay and Bock & Co.

— LIMITED —

The Havana Cigar and Tobacco Factories, Limited, Havana, Cuba.

PAID UP CAPITAL, \$7,000,000 GOLD.

CIGAR FACTORIES:

Henry Clay, Bock & Co., La Intimidad, La Espanola, La Corona, Estella, La Rosa de Santiago, La Flor de Naves.

Annual Output... Over 85,000,000 Cigars.

CIGARETTE FACTORIES:

Henry Clay, Bock & Co., La Espanola, La Legitimidad, La Honradez, La Corona, La Hidalquia, El Comercio.

Annual Output... 1,200,000,000 Cigarettes.

ADDRESS ALL COMMUNICATIONS TO

FERDINAND HIRSCH, 32 Broadway, NEW YORK.

Cable Address: "CLAYBOCK," New York.

Sole Representative for the United States and Canada.

LONDON OFFICE:

Dashwood House, 9 New Broad St.

HAVANA OFFICE:

9½ O'Reilly.

CELESTINO PALACIO & COMPANY



KEY WEST HAVANA CIGARS.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

THE CIGAR STORE MAGAZINE

THE ONLY MONTHLY MAGAZINE ISSUED SOLELY IN THE
INTEREST OF THE RETAILER AND HIS CUSTOMERS. J.

VOL. IV.

NEW YORK, JUNE, 1900.

No. 6.

WINDOW DRESSING AND STORE ADVERTISING.

EVERYTHING comes to him who waits, but the retailer with that tired feeling, who sits down and simply waits for the business to come to him, and then kicks about the poor business he is doing, has only himself to blame. To be sure, business will sometimes drop off without rhyme or reason, but at the same time it is the cigarman who is constantly on the hustle, who does the largest and most successful business.

Now, frankly and honestly, are you making the best possible use of your show window?

Is your window display neat and clean?

Do you change your displays at least once a week?

Is the front of your store clean and inviting?

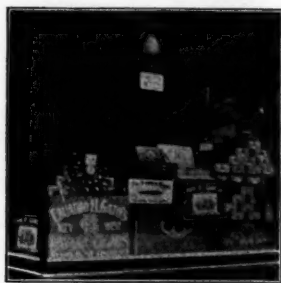
Do you use price cards?

These are but a few of the necessary elements to keep your store and goods in the eye of the smoking public, to which must be coupled courteous and attentive service to your customers.

Do not sit down to rest your feet and bemoan your fate; a neat show window, a sleek looking store, and constant efforts to please your trade,

you will find are the stepping stones to success.

The accompanying half-tone illustration shows the style and neat arrangement of a small or single cigar store display window, which attracted the attention of our photographer, owing to its extreme neatness. The



only fault with the window is that it does not contain a special appropriate bulletin or announcement of the retailer. A neat card should have occupied the centre of the window, and would undoubtedly have attracted more attention, and been the direct means of an increased amount of business.

Again we desire to impress upon the retailer the value of the price

card or bulletin, which cannot be over-estimated. In many instances it proves the most attractive feature of a well displayed window, and if well worded and properly executed will catch the eye of the passing throng and attract attention to the goods displayed therein.

Do not fill the window with placards—one good sign is worth a dozen poor ones, and let that one be neat and attractive, and occupy a prominent position in the window, and it will prove most effective.

The general smoking public do not care particularly whether a cigar-man's name is Jones, Brown, Smith, Black or White, so long as he furnishes them with the brand or quality



of cigars they desire. In other words, a retailer's name on a window, except in rare cases, is less valuable than simply the word "CIGARS," in a neat, attractive and showy letter. In case the retailer does not wish to have the lettering on his window, thinking it may interfere or obstruct his window displays, the word Cigars can be worked in to advantage at the bottom of the window, the same as illustrated herein, or in some other appropriate and effective manner.

The value of advertising and originality is more clearly demonstrated in the success of K. Fuhrer, the hustling proprietor of the cigar store known as "Port Tobacco," corner of Fulton and Oxford Sts., Brooklyn, N. Y. It is but a compara-

tively short time ago that he established this unique store and began a persistent campaign of advertising. His window he considers his best medium, and devotes considerable time and study to getting up attractive displays, and the secret of his success lies in the fact of his constant activity and the use of well-worded signs.

Over the door, in place of the regular cigar store sign, is the announcement:

BROKERS IN GOOD
SMOKE.

INVESTMENTS GUARANTEED.

One of Mr. Fuhrer's recent signs read:

THERE ARE OTHER
CIGARS BESIDES OURS,
BUT
DON'T BLAME OURS.

As a dig at barber shops, grocery stores, and other places of business handling cigars simply as a side line, he has the following:

NO

SOAP
WHISKEY
CLOTHING
PAREGORIC
OR
HAIR OIL
SOLD HERE.

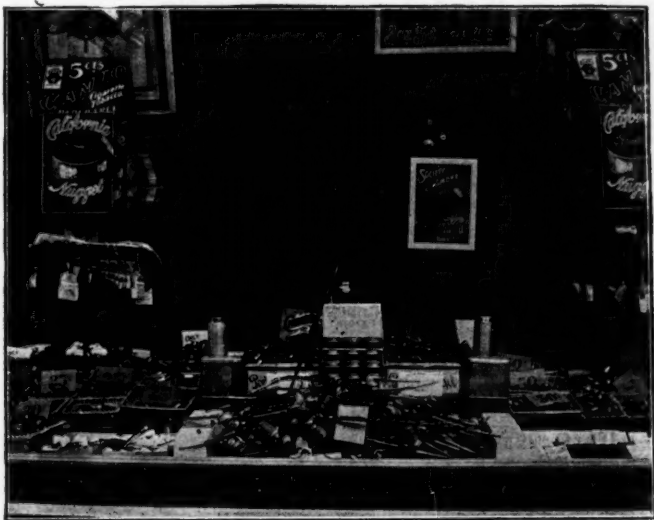
Mr. Fuhrer recently issued a very neat and well-worded four-page circular entitled a "Genuine Cigar Store," which was distributed among his patrons, and in the neighborhood of his store, and which proved most effective.

With but few exceptions the average retailer seems unable to prepare his own signs or bulletins, but a little

practice and persistent effort devoted to the art—for it surely is an art to handle the brush in a neat and effective manner—will prove to himself, at least, that he is or is not a sign painter. A small camel's-hair brush, a bottle of ink, a ruler or a straight piece of wood, a card and a pencil, are the necessary materials. Decide what wording you want on the card before you begin to do the lettering, then outline the whole with light pencil-marks. After the design is arranged to your own satisfaction, fill in the letters with the brush and you

which of course help to attract attention to the window.

Thousands of our readers could undoubtedly have made use of the same identical goods and produced a much more attractive and effective display, and we suggest that the use of a number of empty cigar boxes in the form of pyramids at the side or back would have added to its display value and raised the display so that it might have been seen more readily by the passers-by. A flat display cannot be seen or noticed so readily as a display of goods slightly raised as it



A FLAT WINDOW DISPLAY.

will be surprised at your own handiwork. The main fault of the novice lies in the fact that he desires to turn out a sign in a few minutes—don't hurry; take your time and make haste slowly.

The half-tone reproduction of a window display, as shown on this page, is made up of the usual stock carried in almost every cigar store, with the manufacturers' display cards,

recedes from the window glass, and many of the best window dressers in the country contend that the main feature of every display should be arranged about face high. How much more effective this window display would have been had a well-worded bulletin been suspended in the centre of the window.

During the recent eclipse of the sun, D. V. Martin Co., the well-known

cigarists of Market St., Newark, N. J., made a neat play on the event by having a large signboard, showing the eclipse of the sun at the top, and referring to their cigars eclipsing all others.

Recently we received a communication from the Point Cigar Store, 2724 3d Ave., New York, explaining in detail an original sign or announcement which appeared in their window. It was as follows:

FOR SALE,

CHAUNCEY M. DEPEW,

BLUE FRONT,

MRS. JACK FROST,

JUDGE ADVOCATE,

FORTUNE TELLER,

5c.

Over the name of each cigar, one of the cigars of that brand was tied to the card with a cigar ribbon, and the "for sale" and "5c." were in very large letters. The announcement no doubt attracted considerable attention, but at the same time it must have led some to think the store was for sale, which is a point that should be steered clear of. Of course, if a man would stop to think for a moment, he would know the store was not for sale for 5c., but men don't think, as a rule.

On the opposite page we reproduce a photograph of a recent strong window display in the handsome cigar store of the R. & W. Jenkinson Co., 253 Fifth Ave., Pittsburg, Pa. The display was made up entirely of Jenkinson's Standard Stogies, and the color scheme was most effectively carried out, the boxes being of bright yellow, while the window was dressed in a rich brown cloth, which brought

out the goods in a sharp contrast. The one card in the centre of the window told the story at a glance. The display was arranged by Chas. J. Moye, the able manager of the store, and shows his cleverness in getting up a neat and tasty window. Mr. Moye tells us that the direct result of this display was very remunerative in the way of sales, as it attracted the attention of almost everyone who passed the store.

A prominent Baltimore cigarman, who is a believer in catchy signs and has originated a number of good ones, had the following announcement in his window recently:

WE ARE

CIGAR WISE

IF NOT

OTHER WISE.

J. H. Fahenholz, the cigar dealer at 74 Fulton St., New York, recently had a card in his place advertising a brand of cigars called the Doctor. It is well worth reading.

THIS IS

THE DOCTOR

5c. CIGAR.

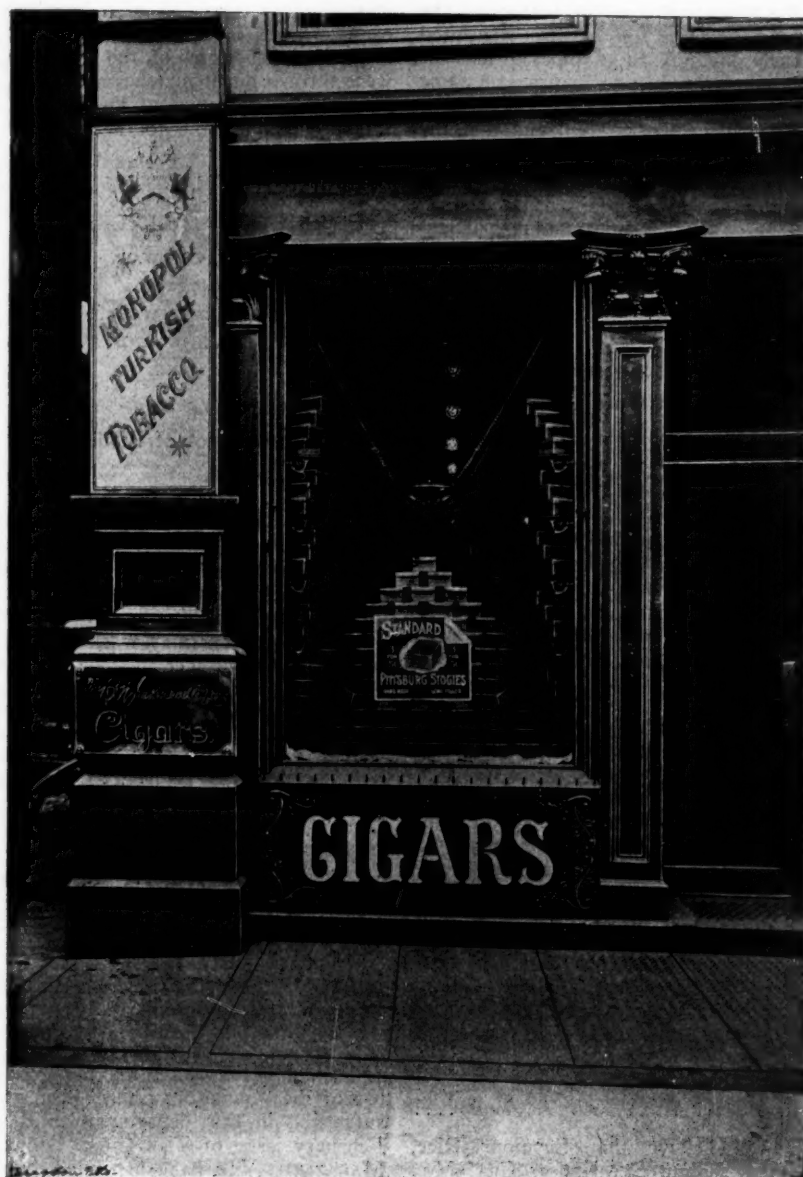
TAKE ONE EVERY HOUR

AND ENJOY

HEALTH AND HAPPINESS.

\$2.00 FOR 50.

Harry A. Beltz, the cigarman of "Hole in the Wall" fame, 5 Ann St., New York, has been making good use of the idea which he originated some time ago. The scheme is to offer a fine pipe, that should retail for about \$3, and reduce the price 15c. each day, until the pipe is sold. On




A PITTSBURG WINDOW DISPLAY.

the blank space at the bottom of the card the price for that day is printed each day. A \$1.50 pipe is also offered, the reduction in price on same being 7c. each day. Mr. Beltz says the scheme works well, and that the pipes usually bring from 65 to 75 per cent. of their regular retail price.

In case a cigarman has no particular brand that he desires to push, the following suggestion, neatly printed on a card about 18 to 20 inches square, may prove of value:

IF YOU WANT
5c. WORTH FOR
A NICKEL,
WE'VE GOT IT.

For a marked down or special pipe sale, the following idea may be used to advantage:

YOU MAY
HIT THE PIPE

FOR 25 CENTS.
FORMERLY 50c. A HIT.

Frank Giddey is the proprietor of a cigar store in Wichita, Kan., over the door of which is a large sign reading:

"GIDDEY'S SMOKE
HOUSE."

We believe that Seymour Rice, 1013 Walnut St., Kansas City, Mo., is the original "smoke house" cigarman.

One of Mr. Rice's latest novel win-

dow displays consisted of a burning candle on a pile of cigar boxes, and around the bottom of the window were thrown burnt matches and stubs of cigars. The centre of the window was occupied by the following well-worded bulletin:

"SUCH A BUSINESS."

WE GAVE AWAY
4114471199
LIGHTS LAST WEEK.
COME IN AND
GET ONE.

This caused a lot of rubbering, as Mr. Rice puts it.

It is not always intended for the retailer to make use of the suggestions appearing in this department, exactly in the wording as used, for the reason that they may not have a brand name that may work in well and carry out the idea in good shape. The following idea can be used in connection with many brands, or use the idea to aid you in getting up a card that will fit your wants:

SMOKE ONE OF
OUR
RED ROBIN
CIGARS.

IT'S A BIRD!
5c. A FLY.

S. Kahn, the cigarman of 149 E. 42d St., New York, is making good use of the "Swinging Shelf" idea, as suggested in this department in the February issue of THE CIGAR STORE MAGAZINE. He has suspended two brass chains from the top of the window, on which he has arranged the glass shelves, and these are tastefully

dressed with fancy tobacco jars, pipes, cigarettes, tobacco, etc. The bottom of the window is dressed with a choice selection of well placed goods.

Rather a startling sign can be prepared as follows:

.....
 U-R-A
 CUS-
 TOMER WE WOULD LIKE
 TO HAVE TRY
 OUR
 SRAGIC CIGARS,
 TWELVE FOR A DOLLAR.

Many ideas have been received from retailers in New York and also throughout the country, which will receive due consideration and be published as space permits. As this department of THE CIGAR STORE MAGAZINE is of interest to every intelligent and wideawake cigarman, we trust that each and everyone will kindly let us hear from them often, with regard to their ideas, schemes, suggestions, etc., for bettering the trade, and brightening the path of "the man behind the counter."

If you do not see what you want ask for it.

A New Revenue Law.

A law went into effect the first of this month which is intended to put a stop to the circulation of pictures, photographs and other inducements to purchase, in packages of tobacco, cigarettes or cigars. Chief Deputy Wendell, of Collector Treat's Internal Revenue district, was quoted recently as saying on this point:

The new system goes into effect June 1st, and we shall see that it is rigidly enforced. The law prohibits the packing of foreign matter with parcels

of cigarettes, tobacco or little cigars, and retailers having such goods on sale after to-morrow will be liable if the revenue stamps indicate that the stock has been manufactured later than May 31. Cigarettes are taxable according to weight, and the idea of the new law apparently is to have the package contain nothing that is not taxable. Cigarettes weighing three pounds to the thousand are taxable at the rate of \$3.60, instead of \$1.50 per thousand. Manufacturers, after this, cannot explain heavy weight packages by saying that pictures or cards account for much of the excess weight. That excuse will not be satisfactory.

Wanted Chewin' Tobacco.

"The Tennessee boys were out in the front with the Kansas boys," says the Iola Register, "and the enemy was near. Guards were out and the corporal of the guard, with several non-commissioned officers, waited at quarters hoping something would happen, and ready at the slightest sound on the guard line to hurry thither. Out of the dark stillness came the voice of the Tennessean:

"Cyoporal of the gyard! Cyoporal of the gyard! Post number nine!"

"It had come.

"The officers scrambled to get their guns and go meet the terrible thing out in the jungle. Before they had left the room the cry came again:

"Post number nine! Cyoporal of the gyard! Come runnin'!"

The corporal and his men ran, expecting to find the guard a mass of mutilated flesh. Reaching post number nine they found the guard resting calmly and to the breathless inquiry, 'What's the matter?' the Southerner responded: 'Cyoporal, you-all haven't got any chewin' tobacco, have you?'"

A year's subscription to THE CIGAR STORE MAGAZINE is the best investment of \$1 you can make. It is not an expense, for it will be returned to you many times over.

The Filipino Girl Smokes.

A FILIPINO girl whose parents make any pretensions to wealth or social ambition will not walk a half dozen blocks unless escorted by some relative, even in broad daylight, but she will sit on a balcony in full view of the street and puff contentedly at a long cheroot,



perfectly conscious that she is within the bounds of strict propriety, according to native standards.

This habit of smoking by girls and women is one which Americans in Manila find very hard to become accustomed to. We have heard that some women of our own race, members of a class of society more noted for its money than for its good morals, sometimes smoke cigarettes, but they do not make a public exhibition of their daring, and it is generally believed that their numbers are few.

The Filipino woman who does not smoke, however, is a rare exception. A writer in *The Outlook* says of them:

They are always glad to accept a cigarette or a small cigar, and, if you are not prompt in offering one, in all probability will produce one from their own supply and ask your permission to light it. This habit quickly ceases to attract your notice, except under unusual circumstances.

At a town in Isabella my attention was drawn to a number of young girls returning from their first communion. They were clothed in dresses of pure white, and long veils hung chastely down their shoulders. I drank in the details of the picture with delight until I came to the thick haze that overhung it. Through the meshes of each veil a tube of tobacco was thrust, and every pair of dainty lips gave its continual contribution to the cloud of

smoke that dwelt around the little group like a halo of universal sanction.

Facts About Cigars.

J. Edward Cowles says that ninety-nine out of a hundred grocers handle cigars and tobacco to a greater or less extent, and that but few of them realize the necessity for caution as regards the proper care that the character of the weed requires on account of its peculiar nature. It is perhaps not generally known that tobacco is more susceptible to climatic influences and the absorption of foreign substances than any other plant grown, and more particularly when manufactured in the shape of cigars, for the reason that it is bound to take up and absorb any foreign flavor, scent or character, and thus completely change its original aroma or taste. Cigars that are kept in a damp place will absorb the moisture in the atmosphere, and if it be unwholesome, or otherwise, must result in a heavy, soggy, spongy article, and likewise, perhaps, a strong, rank and disagreeable taste and flavor, no matter how well they may have been seasoned previously. For this reason cigars that are sold for use at the seashore are always selected from the oldest or best seasoned stock. No experienced traveler would think of taking a fresh cigar on board an ocean-bound steamship, knowing that the ordinary "two for" would smoke and taste equally as well as the finest Havana cigars on board the ship.

Cigars should always be kept from coming in contact with such articles as butter, cheese, lard, fish, or goods of a similar character in the grocery line, inasmuch as the tobacco absorbs the disagreeable or peculiar characteristic of every article that is pronounced in smell, taste or flavor. Many a good cigar has been ruined by being packed in a second-hand soap box, or through having been kept in the same room with butter, fish or

cheese. It is, therefore, a matter of great importance to the dealer that these features should be taken into consideration, if he would keep his stock in good condition and build up a reputation as a dealer in first-class cigars. There are many other articles of merchandise which should never be allowed to come into contact with cigars, such as camphor, vinegar, spices, coffee, tea, etc. These facts, if observed, will prevent many complaints regarding cigars which are known to have a standard value for quality.

Boer Tobacco.

ONE of the certain outcomes of the present war, asserts The London Mail, will be the popularity of Boer tobacco throughout the United Kingdom. It is pure, cheap, clean and healthy. In South Africa a most inveterate smoker speedily drops his accustomed brands and changes to the local product. There are many varieties of Boer tobacco, all of which are more or less palatable. The best Transvaal tobacco is grown in the neighborhood of Rustenburg, about 40 miles northwest of Pretoria, in the neighborhood of President Kruger's private farms. Here many hundred thousands of pounds' weight are annually grown, home cured, and sent to the markets in huge, tight rolls, and sold at a price varying from 9d. to 1s. 6d. a pound, according to the particular farm on which it was raised. The brands of Hartley & Co., Van Erkom, John Reid of Potchefstroom, Erasmus of Blaauwberg, and others are recognized brands, which command the higher prices whenever they are offered on the market.

Capital and Credit.

Every business man must have sufficient capital for the safe conduct of his business, or disaster will follow.

By capital, I mean money alone. No one should attempt to start in

business without having his merchandise paid for, or nearly so, and many fail because they attempt to do otherwise.

It is far better to start with a stock of \$500, all paid for, and confined to staple lines, than to start with \$1,000 stock, of which only \$500 is paid for. Cash discounts, in an annual business of \$10,000 and upwards, should alone pay 50 per cent. or more of the store expenses.

Capital makes little profits when idle. In "turning over your money" is another opportunity of making a profit. This needs careful buying, a close watch of stock, and money on hand to take advantage of the market on a cash basis.—*Credit Man.*

A Tasty Cigar Label.

A rather unique cigar label has been put out by Max Jacoby & Co., on a new brand of 5c. cigars, The Casino Girl, which is somewhat out of the regular stereotyped form of cigar labels, inasmuch as it contains no illus-



tration, as will be seen by the accompanying reproduction. The label is printed in gold, with a handsome shading of Nile green, and is certainly very tasty, and should prove most effective.

Judge—"You are a public nuisance, and I'll commit you for thirty days."

Prisoner—"You're agin the law in committing a nuisance.—*Judge.*

One dollar invested in THE CIGAR STORE MAGAZINE will pay any wide-awake cigarman a hundredfold.

Porto Rican Tobacco.

PORTO RICAN tobacco, as such, has been an unknown quantity in the United States for the past quarter of a century, the duty being practically prohibitive; but it is expected that the new tariff law will result in a marked change. The opinion prevails that the Cuban cigar trade, rather than the American, will suffer from the change in the handling of the Porto Rican product. When Porto Rico was under Spanish rule cigar manufacturers in Havana used to buy the greater part of the island's product and take it to Havana to be used as wrappers, and the cigars were sold as pure Havana fillers and wrappers. This tobacco was also sold to Germany and Spain, to be made into cigars and cigarettes by the government factories. These countries still continue as good customers of Porto Rico. Italy also bought freely, but chiefly of the cheaper grades. The latter country will, without doubt, continue to take all of the low grades.

Relative to the claim that, as labor is cheaper in Porto Rico than it is here, manufacturers can go there and manufacture cigars, and after paying the duty, sell them cheaper in this country than they are able to do today, thus taking the bread out of the mouths of the cigarmakers of this country, to a slight extent this may be possible, but in the long run no harm will result. The grade of cigar that can be made at a low price would not find a ready market here after the fad has grown old. There nearly all of the cigars are made by hand, while here the low-priced work is done by machine. What will happen probably will be that the tobacco that will be imported will be of the best quality and used by our cigar manufacturers as Havana, which will make it possible for the manufacturers to get a larger profit and still advertise a pure Havana cigar. There have been no cigars imported for twenty-five years from Porto Rico, as the duty has been too

high. This duty has been \$4.50 a pound, 25 per cent. ad valorem on manufactured stock. Now it will be one-eighth as much, while the duty on Havana cigars remains the same. Thus a cigar that costs \$2.80 a hundred in Havana costs here about \$9 after paying duty and other charges. Therefore a dealer cannot afford to retail it at less than fifteen cents. The same-cost Porto Rican cigar will cost, landed here, about \$5 a hundred. This gives the dealer a chance to retail a cigar equally as good as the Havana fifteen-cent cigar at seven cents.

Coupons in Tobacco Packages.

Judge John J. Jackson, at Wheeling, W. Va., has handed down a restraining order in the case of the Government vs. the Merry World Tobacco Co., enjoining the Commissioner of Internal Revenue from seizing packages of tobacco goods in which coupons have been placed.

The suit was brought by large manufacturers, who do not appear in the transaction, to test the legality of that phase of the Dingley law which prohibits the use of coupons for prizes.

The manufacturers are permitted to carry on their business as before. A recent circular issued by the Commissioner, requiring seizure of tobacco, is held up by the decision. John De Witt Warner, of New York, appeared with counsel for defense.



The comparative size of little Willie's first cigarette, and—

Gen. Grant's Cigars.

"SPEAKING of expensive cigars," said a gentleman who lately returned from a visit to Cuba, "I was shown part of a boxful in Havana that were made for Gen. Grant, but belonged to a consignment that was stopped by wire directly after the old soldier lost his fortune through the failure of Grant & Ward. The cigars were manufactured at the Alveraz factory, and cost sixty cents apiece in quantities of 500. It seems that when the General visited Havana after his second term he sampled this special brand, and liked it so well that he left a standing order upon which shipments were made at intervals until the Wall Street smash. For a little while after that catastrophe he smoked a cheap domestic cigar, but the cancerous throat trouble which caused his death soon set in and he thereupon abandoned the weed forever. The cigars that were shown me in Havana were very dark and rather roughly finished, but they were made from the finest tobacco obtainable, and each one was carefully wrapped in silver foil. I also saw a box of much more costly weeds, which are put up regularly for the Czar of Russia, or rather for the Russian Court circle, for the Czar himself smokes nothing but cigarettes. They were lighter than the Grant cigar—I would call them about colorado-maduro—and were considerably larger. They are shipped in lots of 1,000, and for each consignment the makers receive a draft on the Barings for \$1,250 in gold. The agent who exhibited these treasures told me that the Russian royal household has been getting that special make of cigar for the last forty years. The Spanish-American war, which brought the manufacture of all commercial brands to a standstill, did not affect this luxurious output, for the reason that several years' supply of the extra fine leaf is always kept in storage to provide against possible crop failure. Nearly all the royal families of Europe have

standing orders in Havana for special cigars, but very few of them go over fifty cents apiece."

Pittsburg Stogies Booming?

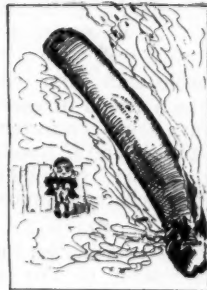
In a recent issue of the *Pittsburg Post*, the following item appeared:

"Pittsburg tobies are to be given a trial by the smokers of St. Louis. Charles S. Shewell, a tobacconist of that place, was at the Duquesne yesterday and ordered 10,000 of the weeds from a dealer. He thinks that the local brand will spring into immediate favor, and has made arrangements for additional shipments if his hopes are realized."

The stogie business is certainly booming in Pittsburg—suppose they'll have to work over time to fill such a whopping big order; and "additional shipments," too—wow!

Modern Authors.

In a recent interview with G. Bernard Shaw in London, speaking of the use of tobacco by authors, he said: "They write in town at night. First they poison themselves with alcohol and tobacco, drinking and smoking at their dinner; then they go in their studies, draw the blinds, turn on the light and work. The consequence is that almost all of modern literature is drunken. The taint of tobacco, of wine, of meat-eating, runs right through it."



—as it appeared to him after a few puffs.

THE CIGAR STORE MAGAZINE

THE ONLY MONTHLY MAGAZINE ISSUED
SOLELY IN THE INTERESTS OF THE
RETAILER AND HIS CUSTOMERS.....

BY

THE CIGAR STORE MAGAZINE CO.,
TIMES BUILDING, 41 PARK ROW,
TELEPHONE, 2707 CORTLANDT,
NEW YORK CITY.

Issued the first of every month, \$1.00 a year,
payable in advance. Subscriptions may begin at
any time.

REMITTANCES should be made by N. Y. Draft,
Express Order, or P. O. Money Order, payable to
THE CIGAR STORE MAGAZINE CO. Cash or stamps
should be sent by Registered Letter. We cannot
be responsible for loss if sent any other way.

When change of address is desired, both the
old and new address must be given.

CORRESPONDENCE on all subjects of interest to
the trade is solicited.

All manuscript should be accompanied by stamps
for return—otherwise we will not be responsible
for same.

ADVERTISING rates furnished upon application.
ENTERED at the New York Post Office as second-
class mail matter.

NEW YORK, JUNE, 1900.

A pleased customer is the most effective advertisement any cigarman can have.

Favorable reports for a large and fine tobacco crop are being received daily from all tobacco growing sections, which are, to say the least, quite gratifying.

Be sociable with your customers; try to make a friend of every one of them. Have some comfortable chairs scattered around and if possible establish a "cozy corner," where a man may sit down for a chat and smoke.

When our representative calls to get your subscription to this magazine hand him a dollar and tell him to send you the magazine for one year, and do

not forget to have him send you the thousand gum stickers—they are free.

Fine hardwood fixtures and plate glass mirrors are not essential to a successful business. Keep the ones you have as bright and clean looking as possible and your store will have a comfortable and prosperous appearance.

A plea for shorter hours comes from a cigar clerk whose hours are from 7 A. M. to 11 P. M. and sometimes longer. This of course is a severe strain and causes dissatisfaction, which affects the receipts, for a sleepy or tired man cannot do his best, and employers would do well to give this matter some consideration and arrange shorter hours, or at least relieve their clerks at certain periods of the day.

Speaking of strikes, the point has often occurred to us, whether or not there would ever be an end to them, and, judging the future by the past, we do not think there ever will. The average man has an inborn desire to better his condition, and what he regards to-day as necessary to make him perfectly happy, when it has been attained he finds there is still something more which he must have, and so on, and what the end will be is a problem to be solved by the social conditions of the future.

"Shall I exert myself to increase business for my employer, who does not recognize my efforts," asks a young man on the letter-head of a prominent Broadway cigarman. This is rather an unusual query, but it represents a problem worthy of consideration. Young man, if you are anxious to succeed in this world you must work for the best interests of your employer; all the efforts expended will exert a great influence on your own future career, and the harder you work the more you improve yourself. Watch

the stock carefully to always have a complete assortment and keep your store bright and attractive; study your windows carefully and put up good displays; be diligent always, and your abilities will be recognized in a fitting manner.

One of the most important things to a merchant is his commercial rating. In this rating several things are taken into consideration; capital invested, past business record, prospects and moral character. There are some merchants who are so short sighted as to refuse to make a report of their business condition, and these should never ask credit from a first-class house, for their order will surely be turned down, as there is nothing the credit man regards with so much suspicion as the man who refuses to show that he is entitled to credit. If a merchant is requested to make a report, there will nothing count so much in his favor as a plain, truthful statement of the condition of his business, and if he honestly intends to pay his bills, and keeps them paid as promptly as possible, he will find that whatever he lacks in capital will be made up for by his record and moral standing.

Queries Answered.

We desire our readers to make free use of this column, whether they are subscribers or not, and will endeavor to answer all queries promptly. Answers will be sent by mail when stamp is enclosed, and will not be printed herein when so requested.

B. A.—"In Sight" all tobacco cigarettes are manufactured by the Prudential Tobacco Co., 43 Essex St., N. Y.

L. G.—B. Fifer & Co., 184 Bowery, and Louis D. Behren, 189 William St., both of New York, are manufacturers of union-made cigars with union label on each box.

M. C.—You have a perfect right to use gummed labels of your name and

address, etc., on your goods, the same as any distributor who pastes his label on a box of cigars.

H. B.—Such a list as you desire does exist, but it cannot be bought nor borrowed, having taken years to prepare and cost thousands of dollars. However, the result you wish may be accomplished, regarding which we will write you later.

F. H.—"Sensible" sliced plug tobacco is manufactured by Larus & Bro., Richmond, Va. The goods are union-made and carry the blue label.

C. M. F.—The article referred to was copied without credit from our March issue, a marked copy of which has been mailed you.

Bal.—Samuel Kaufman is the proprietor of factory No. 1562, 3d Dist. of N. Y., and the address given is 8 Extra Place, New York City.

What Others Say.

WILKES BARRE, PA.

THE CIGAR STORE MAGAZINE:

Your magazine is the best gotten up and the most valuable publication I have ever seen for the cigar dealer. I would not be without it if it cost double the price.

Very respectfully yours,
MAURICE ZIEGLER.

AMSTERDAM, N. Y.

THE CIGAR STORE MAGAZINE:

I am very much pleased with your valuable Magazine and enclose \$1.00 for a year's subscription.

Yours very truly,
LOUIS GREGAR.

NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

Your Magazine is a great help to the retail trade and many of my patrons find it very interesting. I would not be without it for four times its cost.

Yours respectfully,
J. H. BENAIM.

"Yellow."

"Double Murder!" "Suicide!"
 "Poison!" "Arson!" "Death His
 Bride!"
 "Dead Man's Message!" "Poor White
 Slave!"
 "Earthquake!" "Landslide!" "Tidal
 Wave!"
 "Crushed to Death by Cable Car!"
 "How to Run a Private Bar!"
 "Prize Fight Makes a Strange Ro-
 mance!"
 "Woman in Hypnotic Trance!"
 "Smallpox!" "Typhus!" "Spotted
 Death!"
 "Man With Poison in His Breath!"
 "Pretty Actress Breaks Her Leg!"
 "Russell Sage on 'How to Beg!'"
 "Frightful Deluge!" "Holocaust!"
 "Railroad Smash-up, Ninety Lost!"
 "Cut in Two by Whirling Saw!"
 "Woman Smashed Her Husband's
 Jaw!"
 "Three-eyed Baby!" "Armless Man!"
 "Strychnine Put in Milking Can!"
 "How I Murdered Ninety Men!"
 "Raving Dog That Mangled Ten!"
 "Woman Samson!" "Man Ate Glass!"
 "Blown to Atoms!" "Killed by Gas!"
 That's the kind of stuff we know
 Makes the Yellow Papers go.

—*Life.***Metropolitan Meanderings.**

THE new cigar store of Godfrey S. Mahn, at 162 Broadway, is rather unique and a radical departure from the usual cigar store. The exterior and interior is handsomely finished in white marble and plate glass, and the front consists of two immense curved plate glass windows. The same material is used in the costly fixtures throughout the store so far as is possible—very little wood being used—and a novel feature is a large plate glass cigar cabinet, which preserves the surplus stock of fine imported and domestic goods.

Morgan, Marshall & Co.'s new cigar store, at the corner of Broadway

and Chambers St., is a typical twentieth century cigar shop in every detail. This venture is the result of much labor and the realization of years of planning, and aptly illustrates the inevitable reward of energy, thoroughness and ambition. Years ago, when Mr. Marshall was employed at Acker, Merrill & Condit's 57th St. cigar department, he saw the necessity of a first-class place in the downtown section; a legacy left him by an uncle enabled him to start in a small way in a hallway at 31 Broadway, and close attention to business and the knack of making friends and customers is the secret of his being where he is to-day.

The New York Cigar Co. has also opened a new and handsome cigar store on Broadway, at the corner of Worth St. The costly and tastefully fittings and arrangements throughout are strictly high-class, and the fine assortment of goods is well and attractively displayed.

Another new Broadway cigar store is located at 1267, near 32d St., and known as the "E. D. Cigar Store." E. Deutsch is the proprietor, and he has a daring idea to maintain a bona fide cigar store, handling no tobaccos, cigarettes or pipes; only his own brands of E. D. Crown, E. D. Wreath—both clear Havana goods, and E. D. Special, a remarkably good 5c. smoke. This is a startling novelty, but Mr. Deutsch has the utmost faith in the ultimate success of the venture, which will be watched with considerable interest.

A. Benowich has recently purchased the cigar store of A. Benz, located at 1599 Broadway, and had the store refitted and put in first-class shape. He carries a fine line of high-grade cigars, which are received fresh almost daily, and is making a special strong push on Egyptian cigarettes.

Conrad Alheidt, the cigarman at 843 8th Ave., believes the cigar trade is on the decline, which he does not

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

THE TWENTIETH CENTURY LIGHTER AND CUTTER.

†
**Automatic,
Simple,
Reliable.**
†

They
are
made
to Stand
Hard
Usage.



PATENTED.

ELEGANT IN DESIGN AND FINISH.

Up-to-date retailers have them.
You can get one from your Job-
ber. Insist upon getting the
TWENTIETH CENTURY
LIGHTER.

... WE GUARANTEE THEM. ...

†
Write us for further information.

**The Abbott
Electric & Mfg. Co.,**

74 FRANKFORT ST.,

Cleveland, Ohio, U. S. A.

attribute to the trusts, but thinks is directly traceable to "price cutting," so prevalent among many retailers.

D. Newmark & Co., 157 West 125th St., have dissolved partnership by mutual consent, C. D. Brock remaining in possession. This is a very busy section, and Mr. Brock's experience and extensive acquaintance of ten years in this well regulated store will serve to assist him in realizing his laudable ambition of making this the most popular store in Harlem.

One of the brightest and busiest of downtown places is the cigar department of J. W. Aspell & Co., 211-13 W. Broadway, and 120-2-4 Franklin St. Extremely fine fixtures are used to show off the high-class goods handled. Such firms as A. Gutierrez Co. and A. Montanyez are well represented in the cases. Lock boxes are a feature, and are zinc lined for the careful preservation of individual boxes of cigars. Arc lights keep the place always bright and cheerful. Francis Seelig is the genial manager, and gives every evidence of his ability to make this department a great success.

Ulises Ortiz, 39 Beekman St., provides for the comfort of his customers by placing a number of soft cushioned chairs around his store.

Max Boxatt has bought the cigar store at 36 Church St., and added a handsome line of staple sellers.

A stranger landing at the Grand Central station would not have to seek far for smoking material. He will find in close proximity the palatial cigar store of Levy & Stream at 43 E. 42d St.; the ever energetic S. Abrahams at 50 E. 42d St., directly opposite; Rehill's and Charles & Co., on Vanderbilt Ave., both carrying complete stocks; W. W. St. John's attractive store at the corner of Madison Ave. and 42d St.; William & Sons, formerly Cau-chais & Co., at 40 E. 42d St., and a short distance away a model cigar stand in the Hotel Manhattan.

Reliable Retailers Readily Reached through the columns of THE CIGAR STORE MAGAZINE. It's a paying proposition for advertisers.

Please mention THE CIGAR STORE MAGAZINE to advertisers.



The latest version of that little George Washington episode leaves out the "Hatchet" and substitutes a cigar; don't blame the boy, for having been caught smoking one of

AUSTIN NICHOLS & CO.
"SWEET VIOLET" 5¢

IT'S UP TO YOU.

This popular brand of cigars is now less than three years old, and the sales for 1899 were as follows:

January.....	405,500
February.....	550,375
March.....	654,850
April.....	832,820
May.....	941,190
June.....	1,050,325
July.....	1,132,560
August.....	1,025,320
September.....	1,250,400
October.....	1,300,375
November.....	1,556,425
December.....	1,447,350

Total..... 12,147,490

An average of over one million a month, and that means something.

SWEET VIOLET Cigars are **GOOD** cigars, the kind that makes a man risk burning his lips to get the last whiff. If you are not one of the up-to-date merchants who contribute to this enormous sale and you do not know how good they are, write for sample box, booklets, etc.

Respectfully,

AUSTIN, NICHOLS & CO.,
NEW YORK.

Per J. EDWARD COWLES, Mgr. Cigar Dept.

ESTABLISHED 1867.

Unanimously Proclaimed Superior.

JUSTLY
POPULAR
HAVANA
CIGARS.



E. REGENSBURG & SONS, NEW YORK.

JUSTLY
POPULAR
HAVANA
CIGARS.

ENJOY A NATIONAL REPUTATION.

E. REGENSBURG & SONS,

118 and 120 HUDSON STREET,

NEW YORK.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

BE WISE**INCREASE YOUR SALES****BY SELLING**

Generalidad
Cigars

All sizes, from \$55.00
 to \$85.00 per 1,000.

Send for samples and let us get in touch
 with you.

T. J. DONIGAN,

43 Centre Street, New York.

For PRESS CLIPPINGS...

ON ALL SUBJECTS

Please address

**National Press
 Intelligence Co.**

32 PARK PLACE,

P. O. Box 2747.

New York.

BARGAINS IN TYPEWRITERS.

Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

We also exchange and buy for cash. Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

241 Broadway, New York City.

Telephone, 5389 Cortlandt.

Miscellaneous Musings.

CIGAR manufacturers in Reading, Pa., are complaining of the scarcity of cigarmakers. It is said that efforts have been made to secure hands from other sections, but so far with little success. Many of the factories are running short-handed.

The Los Angeles Cigar & Tobacco Jobbers' Association has gone to pieces, owing to the question of whether or not they should handle goods competing with the American and Continental companies.

A Bloomfield (N. J.) cigarman has a placard in his window, on the top of which are the words in big letters, "The Dead-beats of Bloomfield," but without any names, which he threatens to add unless the young bloods of the town pay up inside of a week.

It is reported that the old firm of Buchanan & Lyall will have a successor bearing the same name in Louisville, Ky., shortly. The new concern will manufacture plug tobacco.

The Anti-Cigarette League had Jas. A. Butler, a cigarman of Washington, arrested and fined \$10 for selling a cigar to a boy, a short time since. Several other dealers were also arrested.

A formidable rival of the American and Continental companies, as was promised in the proposed International Tobacco Co., with a capital of \$30,000,000.00, according to a special dispatch from Richmond, Va., isn't to be a competitor of the trust, but will work in perfect harmony with it.

A Danville (Va.) fire recently destroyed something over a hundred thousand dollars' worth of tobacco, the most of which was owned by the American Co.

The Maple City Cigar Co., of Monmouth, Ill., has adopted a profit-sharing plan with its employees who have been in its employ for a year or more.

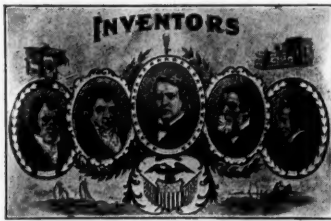
A recent fire in the large cigar factory of Hummel & Vogt, Louisville, Ky., caused a loss of some \$15,000.00. A gasoline lamp in the sweating room is supposed to have started the fire.

The committee appointed by the Social Reform Club of New York, to

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E. M. SCHWARZ & CO.,

New York.



MAKERS OF

AMERICA'S GREATEST CIGARS.

EL SYMPHONIE
CIGAR FACTORY.

†
High
Grade
Clear
Havana
Cigars.
†



†
High
Grade
Clear
Havana
Cigars.
†

E. A. KLINE & CO.,
244 East 75th Street, NEW YORK.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

"The Casino Girl"

WANTS TO KNOW YOU!

SHE WILL

Please your customers and increase your sales, because she is a well put together piece of goods of imported stock, and **Guaranteed** to maintain her reputation for high quality.

Every Man is in Love with Her.

Shall We Introduce You?

DISTRIBUTORS WANTED IN UNOCCUPIED TERRITORY

For this High-Grade 5c. Cigar.

We want **YOU** to send for samples and **Special Terms. Don't delay—write to-day.**

MAX JACOBY & CO.,

MAKERS OF FINE CIGARS,

13th Street and 1st Avenue,

Factory No. 774,
34 Dist., N. Y.

NEW YORK.

BARGAINS NOT JOB LOTS

TO INTRODUCE OUR SPECIALTIES.

ENVELOPES, XXX white, 6 $\frac{3}{4}$ size,
500, \$1.25; 1000, \$2.00.

LETTER HEADS, ruled, pink or blue
bond paper, 500, \$1.25; 1000, \$2.00.

BILL HEADS, 6's, good stock,
500, \$1.25; 1000, \$1.75.

STATEMENTS, 8's, good stock,
500, \$1.25; 1000, \$1.75.

WE PAY THE EXPRESS.
SEND CASH WITH ORDER.

**PARKER CO., M 2799, BOSTON,
MASS.**

Samples on request for 2c. stamp.

mediate in the cigarmakers' strike, has not been successful. Kerbs, Wertheim & Schiffer said they were at all times willing to confer with their employees, but not with the union. The strikers demand recognition of the union, and the situation is still unchanged.

The American Tobacco Co., for the year ending Dec. 31, reports net earnings of \$5,202,384.00.

It is probable that within 60 days the employees of W. W. Jacobs, of counterfeiting fame, Lancaster, Pa., will receive the wages of \$2,750 due them, which will be paid by the Government out of the proceeds of the sale of Jacobs' factory.

The Scotten tobacco factory, Detroit, Mich., has been closed by the Continental Co., thus throwing nearly 1,000 hands out of employment.

A Boston druggist has been held for selling cigars Sunday. There are other druggists who should be held, not for selling cigars, but for the cigars they sell.

A director of the Continental Co. says there is no foundation for the unfavorable rumors with regard to a reduced dividend on preferred stock. How about the advance of 1c. a pound on 41 brands to take effect the 20th inst.? Does the company need the money?

A daring robbery occurred at the Coates House cigar stand in Kansas City, Mo., at 11:30 o'clock one evening last month, in full view of many guests and the house policeman. The day's receipts were in a tin box, with \$1,000 worth of jewelry, which Sherman Clark, the cigar clerk, was preparing to put in the safe, when he turned around and ran into a gun in the hands of a determined stranger, who coolly relieved him of the box and backed out of a side door and got away on a horse he had in waiting.

It Was a Two-fer.

Biggs—I got these cigars down in Cuba.

Boggs—Those Cubans have got it in for us, haven't they?—*New York Journal.*

Please mention THE CIGAR STORE MAGAZINE to advertisers.



ACKER, MERRALL & CONDIT'S
CLEAR HAVANA CIGARS,
130 and 132 Chambers Street, NEW YORK.

A. E. FARMER & CO.,

SOLE DISTRIBUTORS

LEADING BRANDS OF

CLEAR HAVANA

AND

DOMESTIC CIGARS.

*It will pay you to call and look through our
line, or we shall be pleased to call on you
with samples whenever you desire.*

Telephone.
850 B Spring.

640 BROADWAY, NEW YORK.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

TO
**SUBSCRIBERS
ONLY!**

A Lick and They'll Stick,
But You'll Not Get Stuck.

**2000
GUMMED
LABELS**

SEND CASH
WITH ORDER.

\$1.⁰⁰

**Advertise Your Store.
Increase your Business.**

A. WISEMAN,
DEALER IN
FINE CIGARS,
711 Easy Street,
Hustletown, N. Y.

EXACT SIZE, 1 1/8 X 1 1/2 INCHES.

sary. Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

**YOU WANT MORE?
ALL RIGHT! Send us**

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

**The Cigar Store Times
Magazine Co., Building,
New York.**

2C. STAMPS ACCEPTED.

Anything you want on them; but the less you have, the better they will show up.

This label contains all that's neces-

Short Smokes.

PPRIVATE Charles E. Rood, 27th United States infantry, on duty in the Philippines, in a letter to his father, E. A. Rood, of Painted Post, N. Y., relates that "tobacco is cheap here. You can get fifty cigarettes for five cents, and a cigar for one cent, equal to five centers at home."

A Kentucky farmer has sold the tobacco raised this year on eighty acres of land for \$9,712.66, an average of \$11.16 a hundred pounds. The land cost \$4,400. It may be remarked that farming pays under some circumstances.

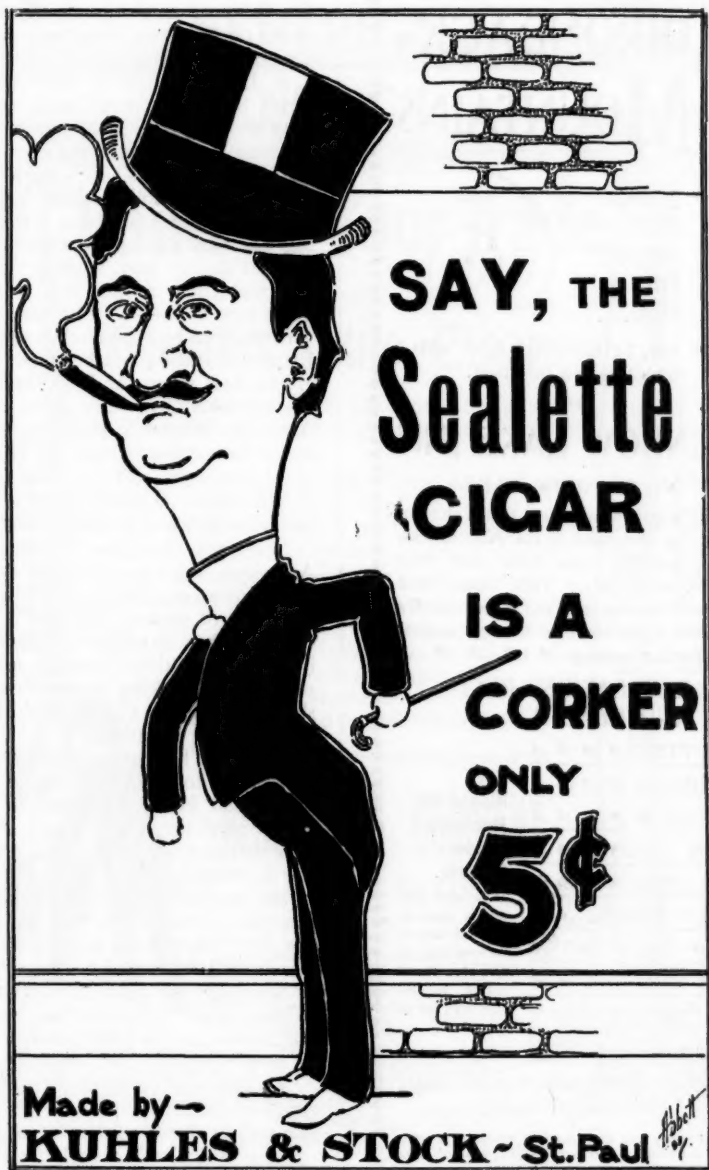
J. Waldere Kirk, the king of the dudes, has been selling cigars and exhibiting his shape and the clothes hung upon it in Kansas City lately. It is a poor year for such a display, and J. Waldere does not attract the attention that would have been excited a few years ago. There are a lot of folks in Kansas wearing pretty good duds this season.

In the Province of Quebec the citizens solace themselves with home-grown tobacco. They have a patriotic idea that it is superior to the plant raised in any other section of the universe.

Many a smoker who prides himself on being a good judge of a cigar and for his knowledge of the merits of the various well known brands, will be surprised to learn that Perique tobacco makes a fragrant cigar and is really a delightful smoke. The supply of Perique tobacco is very limited, and there is probably but one manufacturer of Perique cigars in the world, who is located at New Orleans, La.

One of the fads in vogue at present among men living in bachelor apartments is that of decorating their dens with the old fashioned long stemmed clay pipes (church wardens), such as you see old Tony Weller smoking in the illustrations of old editions of "Pickwick Papers." They are hung around the walls of the room and every fellow who drops in has his own pipe. He writes his name on the bowl and thereafter that pipe is his and his only. They really make an odd effect

Please mention THE CIGAR STORE MAGAZINE to advertisers.



SAY, THE
Sealette
CIGAR

IS A
CORKER
ONLY
5¢

Made by -
KUHLES & STOCK - St. Paul

Hobert

Please mention THE CIGAR STORE MAGAZINE to advertisers.

SPEND YOUR VACATION
IN THE

ADIRONDACK MOUNTAINS

2,000
FEET
ABOVE
THE
SEA.....



PURE AIR—DELIGHTFULLY COOL AND
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IS a popular summer resort, situated in the heart of the Adirondacks, between Loon Lake and Paul Smith's, on the New York Central and Hudson River Railroad, and is conveniently reached in a few hours on through express trains by those seeking

RECREATION, REST
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JAMES M. WARDNER & SON,
Franklin County. RAINBOW, N. Y.

strung around a room, and the autograph on the bowl adds to the charm.

When a man is trying to break off the habit of smoking all the men he meets on the street seem to be smoking unusually fine cigars.

A Lewiston (Me.) girl who has never tasted the weed, and who dislikes the smell of a much smoked pipe, has one of the most remarkable collections of tobacco pipes in the State. She began to collect them when she was a little girl, and has kept up the fad till now she has a wonderful variety of them. And, what is more, she has sent them around the world for great men to smoke. She has one that was smoked by Bismarck, one by the Prince of Wales, and her pipes, which are all new when she buys them, have been smoked by many great men in America. When her girl friends gather at her house she brings out her pipes to display, and will not display them to strangers. She dislikes notoriety, but her collection is really remarkable.

Three travelers, one of whom is an American, were in Abyssinia recently. One afternoon, after their midday coffee, they lit cigars. Hardly had they done so when an official who was passing informed them through an interpreter that smoking was prohibited in that country, and that it would be well for them not to indulge in the practice in public. The travelers took the hint. The use of tobacco, they learned afterward, had been prohibited in Abyssinia since the year 1642. At that time priests were in the habit of smoking in churches, and the main object of the law then passed was to stop this practice. After a few years, however, the law was made applicable to all classes of people, and to-day strangers in Abyssinia are politely informed that if they want to smoke they must go where none of the natives can see them or smell the seductive weed.

A room may be quickly freed of the smell of tobacco smoke by placing in it a pail of water containing a handful of hay, which will absorb the odor of the tobacco.

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Wants, For Sale, Exchange Advs., Special Notices, etc., will be inserted under this head for one cent a word for 25 words or more, cash with order; stamps accepted. Answers may be sent care of this office and will be forwarded when desired.

L. ROTHSCHILD & CO.,
General Business Brokers,
320 BROADWAY,
Room 921, New York.

CIGAR STORES AND STANDS in all parts of the city sold privately and in strictest confidence. If you wish to buy or sell a store, send postal and our representative will call.

CIGAR STAND For Sale, prominent office building; good paying place; price, \$2,500. Worth investigating. ROTHSCHILD & Co., 320 Broadway.

CIGAR STORE For Sale, near prominent ferry, on account death; paying place, open to full investigation. Price, \$1,000. ROTHSCHILD & Co., 320 Broadway.

CIGAR STORE For Sale, downtown, busy thoroughfare. Price, \$1,200. Also other cigar stores and stands. ROTHSCHILD & Co., 320 Broadway.

CIGAR STORE and Barber Shop For Sale, account death of proprietor; splendid opportunity; profits \$40 to \$50 weekly; large stock; handsome fixtures; established 25 years; price, \$3,000. ROTHSCHILD & Co., 320 Broadway.

EXPERIENCED CIGAR CLERK desires to make a change; can furnish highest credentials. Please address "H," Box 5, The Cigar Store Magazine.

WANT CIGAR SALESMAN, traveling outside of New York, to carry a profitable side line. Easy work and ready money for leisure moments. Address "Good Thing," care of this magazine.

Attention Manufacturers.

I want to meet or correspond with a large manufacturer of cigars who desires a new and unique brand name and an effective campaign for advertising same. Name can be used for cigars, tobacco and cigarettes, and will prove a winner. I can place the advertising and make money for you—my services and long experience will cost you nothing. Let us talk it over confidentially. Please address "EXPERT," Box 7, The Cigar Store Magazine.

YOUNG MAN (25) with six years' experience in first-class cigar stores, desires a change, either in or out of the city. Please address "THOROUGH," care this magazine.

WILL BUY a Broadway cigar store for spot cash, if location and price is right. Give full particulars in confidence. "CIGARMAN," care this magazine.

AGENTS WANTED in cities and towns outside of New York to take orders for Gummed Labels at 50c. per 1,000. "BIG MONEY," care this magazine.

ED. FREIMAN,
MANUFACTURER OF
FINE HAVANA
...CIGARS...
 1364 Third Avenue, NEW YORK.

RETAILERS' REVIEW.

A. H. MERRITT has assumed charge of the cigar store in the Steffen Building, Spring Valley, N. Y., which he recently purchased from Wilbur Blauvelt.

David Hart's cigar store, Sandusky, O., which was recently acquired by Uthe & Hiltz, is in charge of A. E. Gamble, formerly of Cleveland, O.

A first-class cigar and tobacco store has been opened by Charles Gantert, at 1504 2d Ave., Rock Island, Ill. The store has been restocked with a complete assortment of cigars and smokers' articles.

P. S. Wolf, of Chicago, has purchased E. J. Faulkner's cigar store and news stand on N. Main St., Riverdale, O.

P. T. McElroy, Zanesville, O., has removed his cigar store to 79 Main St., in the Clements Building.

Kabelo Bros. have purchased the cigar store lately conducted by Huston Bros., 11th Ave. and 11th St., Altoona, Pa.

A burglary was committed recently at C. F. Tansy's cigar store, Boulder, Colo. \$150 in cash was stolen, with cigars, etc.

Fred Venable has opened a cigar store at Second and Wanamaker Ave., Essington, Pa.

Burglars entered Jacob Ginsberg's cigar store, on K St., Sacramento, Cal., last month, and took \$28 from the cash register.

The oldest cigar store in Media, Pa., is owned by Samuel T. Kitts, formerly of the Pennsylvania Military Academy. It is located at the corner of Orange and Baker streets.

The dropping of a match caused a small fire recently in John Seibert's cigar store, at 16th and Walnut Sts., Louisville, Ky.

Herbert Jones, formerly with J. W. Williamson, has opened a cigar store in the barber shop of Glerman & Utter, Ilion, N. Y.

Watter & Anderson have opened a cigar store at 1510 Fifth Ave., Moline, Ill. A full line of cigars and smokers' articles will be carried in stock.

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the **Lucke Rolled** 10 FOR 25¢
Cigar 25¢

HAS THE FLAVOR OF A PERFECTO.

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 SMALL, BUT OH! SO GOOD.

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RACINE, WISCONSIN, U. S. A.

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